

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (currently amended) A molded retail display form made of ~~an~~ a thermosetting elastomeric material having a dye or a pigment other than carbon particles or dye mixed therein, said form having a uniform color throughout the thickness of said material.
2. (currently amended) The form of claim 1, made by a process of ~~old~~ rotational molding at a temperature not exceeding about 200°F.
3. (original) The form of claim 2 made of thermosetting polyurethane elastomer.
4. (original) The form of claim 2 made by a process having a demold time of no more than about 12 minutes.
5. (original) The form of claim 2 having a substantially uniform texture throughout.
6. (original) The form of claim 2 made using an elastomeric material having a gel profile which is substantially flat for the first half of the gelling period, begins to rise thereafter, and rises steeply during the last quarter of the gelling period.
7. (currently amended) The form of claim 2 made using a pigment or dye, said pigment or dye having a ~~mho~~ hardness less than about 6.5.

8. (original) The form of claim 2 made using an organic pigment or dye.
9. (original) The form of claim 2 made with a polymer mix having a viscosity of between about 500 and about 4000 cp as it enters the mold.
10. (original) The form of claim 9 wherein the polymer mix is made with an isocyanate component having a viscosity of between about 400 and 1000 cp.
11. (original) The form of claim 9 wherein the polymer mix is made with a resin component having a viscosity of between about 1000 and about 4000 cp.
12. (original) The form of claim 1 having an abrasion characteristic such that flash can be sanded effectively with 100-grit sandpaper.
13. (original) The form of claim 1 having an Izod Impact score as measured by ASTM D 256-97 (Method A) exceeding about 2 ft. lb./inch.
14. (original) The form of claim 1 having the property of deformation resistance at temperatures of at least about 140°F.
15. (original) The form of claim 1 which is resistant to denting and exhibits resilience when deformed flexurally by 5% of the material thickness at 110°F as measured by ASTM D 790-99.
16. (previously presented) The form of claim 1 which is resistant to denting at 110°F and has a flexural stress value of at least about 800 psi at deflection 5% of its thickness as measured by ASTM D 790-99.

17. (original) The form of claim 1 which is resistant to denting and has a flexural modulus between about 50,000 and about 100,000 psi at room temperature as measured by ASTM D 790-99.
18. (previously presented) The form of claim 1 which is resistant to denting and has a flexural modulus at 110°F between about 20,000 and 60,000 as measured by ASTM D 790-99.
19. (original) The form of claim 1 which has a linear burn rate of no more than about 25.
20. (original) The form of claim 1 which is resistant to heat cycling and has less than about 0.5% dimensional change after cycling between freezing and about 120°F every twelve hours for 21 days.
21. (original) The form of claim 1 which is resistant to prolonged high temperatures and has less than about 0.5% dimensional change after being held at a temperature of about 120°F for 21 days.
22. (original) The form of claim 1 which has a total difference (DE) on the CIE L*a*b* scale of less than about 12 over a period of one year under show window conditions.
23. (original) The form of claim 1 without foam backing inside.
24. (original) The form of claim 1 having a uniform matte finish on its outer surface.

25. (original) The form of claim 1 wherein said uniform color is selected from the group consisting of white, tan, skin color, grey, red, blue, yellow, metallic colors, and mixtures of any two or more of the foregoing.
26. (original) The form of claim 1 wherein said uniform color is white
27. (original) The form of claim 1 wherein said uniform color is skin color.
28. (original) The form of claim 1 wherein said uniform color is tan.
29. (currently amended) A molded display form made of polyurethane having a pigment or dye mixed therein, said form having a uniform color throughout the thickness of said material, and being made by a ~~cold~~ rotational molding process at a temperature not exceeding about 200°F [[,]] using a pigment or dye, said pigment or dye having a mho hardness less than about 6.5, said form having an Izod impact score of at least about 2 ft. lb./inch and a resilience at 5% of its thickness when flexurally deflected as measured by ASTM D 790-99.
- 30-45 (canceled).
46. (new) The form of claim 1 which is hollow.
47. (new) The form of claim 1 which is a mannequin.